

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

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Attorney Docket No.: **Google-35APP (GP-090-00-US)**

Appl. No.: **10/748,870**

Confirmation No.: **3713**

Applicants: **Jeffrey A. DEAN, et al.**

Filed: **December 29, 2003**

Title: **IDENTIFYING RELATED INFORMATION GIVEN CONTENT AND/OR  
PRESENTING RELATED INFORMATION IN ASSOCIATION WITH  
CONTENT-RELATED ADVERTISEMENTS**

TC/A.U.: **2178**

Examiner: **Wilson W. Tsui**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

REQUEST FOR RECONSIDERATION

Sir:

In response to the final Office Action mailed on March 17, 2010 (Paper No. 20100311), which set a period for response to expire on June 17, 2010, that period being extended one (1) month to expire on July 17, 2010, please reconsider the above-identified application in view of the following.

O.K. to Enter  
W.T./  
Aug 05, 2010

**Remarks/Arguments** begin on page 2 of this paper.